

LEO BURNETT, U.S.A.

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At the SMI convention,  
be sure to see

## "Service Centers...1974" the profit-making opportunity of the decade

Service Centers were the big news at last year's SMI convention.

Mark your calendar to see the Philip Morris presentation, "Service Centers—1974", at the Dallas Convention Center, May 3-8, Booth #221.

Philip Morris has up-to-date, in-depth information on Service Center programs around

the nation: case histories that tell you about Service Centers in operation and how this concept can work for you.

"Service Centers—1974" will open your eyes and stretch your mind, because it tells you about one of the greatest profit opportunities for supermarket operators.

Another profit-making idea from

**PHILIP MORRIS USA**



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